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ABSTRACT OF THE DISCLOSURE

A novelty item including an image or picture of a specific activity, object or place printed on one surface with an audio spectrograph tracing or complex waveform that corresponds to the activity, object, or place printed thereon. Optional written phrases describing the sport or activity depicted by the sound waves would appear vertically on the sleeve, or elsewhere on the shirt, such as "surf's up" or "the swing of the club". Also disclosed is a method of promotion using the above novelty item.